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(54) Title: METHOD AND APPARATUS FOR PROCESSING CLIENT INFORMATION

(57) Abstract

Internet Service Providers (ISPs) or proxies owned by ISPs collect and store information regarding particular users (100) in user profiles. Profiles may include demographic information, such as age, residence, and credit history, and may include web sites the user has accessed, time spent on each web site, and Internet searches the user performed. Profile information (304) may be utilized by the proxy (102) to target advertising, provided to a web server (104) so the web server (104) may target advertising, or used to customize a user's display. Profile information (304) may also be utilized to associate a cost with certain demographic information. The ISP may evaluate profile information (304) for inserting advertisements or customizing displays. Profile information (304) may also be sold to a third party. Thus, the profile and demographic information (304) can be utilized to individually customize information displayed to a client (100).

